

Korea World Travel Fair (June 3 ~ 6)

Hawaii Tourism Korea (HTK) participated in KOTFA with a booth, Hawaiian Hula, brochures, collaterals and giveaways. Participants from Hawaii were Marriott, Hilton, Hyatt, Starwood and Aloha Airlines. The Hawaii booth won the award for Best Booth Design from the Korea Tourism Association. The total number of visitors in 4 days was 86,702.



Photo: Hawaii booth at KOTFA

To maximize the synergy effect, HTK arranged Hawaii co-op promotions with Hyundai Department Store, Novotel Hotel, and COEX Mall, and at the same time held a travel trade appreciation party (Aloha Night) at Kahunaville, a Hawaiian-themed family restaurant where 130 travel trade and media participated.



Photo: HTK staff and participants from Hawaii at the KOTFA Hawaii booth

COEX Mall Performance (June 1 ~ 3)

HTK also organized a consumer event with COEX Mall, which is the largest underground shopping mall in Korea, to reach more consumers with Hawaiian hula dancers and musicians. No cost was involved for this tie-in promotion, with two 20-minute performances daily. This event ad was sent to customers by COEX Mall, offering broad distribution.



Photo: Hawaiian Entertainers from Hoku Productions of Hawaii

Hawaiian Rainbow Festival

At Hyundai Department Store (June 4 ~ 6)

HTK negotiated with Hyundai Department Store to hold a Hawaiian Rainbow Festival June 3 ~ 14, when the whole department store was decorated in Hawaiian themes. Hyundai created a large runway stage outside the main entrance for our Hawaiian performance followed by a Hawaiian swimsuit fashion show. As another tie-in, Kahunaville served Hawaiian drinks to 700 people who watched our shows, and Coca Cola sponsored soft drinks.

This entire co-op promotion with Hyundai was secured at no expense to HTA. HTK also negotiated with United Airlines for 6 roundtrip air tickets and hotels for a total of 12 room nights as giveaway prizes. A direct mail campaign for this event was sent out to over 50,000 high-profile customers of Hyundai Department Store and the event was advertised in Seoul's daily newspapers.

Hawaii International Film Festival Promotion in Shanghai

Hawaii Tourism China supported the Hawaii International Film Festival in Shanghai, managing media relations with key local media, event invitations, giveaways, on site assistance and all other logistics required for the event.



Photo: Willie K and Amy Hanaialii Gilliom performed at the event. With them are Tina Yao (left) and Jane Dong of Hawaii Tourism China

Chinese Group Media Fam Trip to Hawaii (JUNE 12 ~ 19)

Hawaii Tourism China organized a major Group Media Fam Trip to Hawaii inviting 10 leading Chinese publications. The Group visited main tourist sites on Oahu and Maui such as the Bishop Museum and the Sugar Cane Train as well as a range of Hotel inspections.



Photo: Chinese media visits King Kamehamea Statue

Names of Publications:

Publication	Circulation Audience
Newspapers:	
Shanghai Times	500,000
Southern Weekend	800,000
Beijing Morning Post	420,000
Beijing Youth Daily	1,430,000
Life Style	300,000
Magazines:	
Traveler Magazine	250,000
World Traveler	280,000
National Geographic Travel	319,000
Modern Bride	60,000
Radio Stations:	
Shanghai Eastern Radio Station	1,500,000

Second Honeymoon in Hawaii for Chinese

For Chinese people, this is a rare scene – not even seen in Taiwan. These are the first Taiwanese couples to join the Vow Renewal Ceremony in Waikiki on June 25. The oldest were married for 45 years. **Hawaii Tourism Taiwan** worked with leading wholesalers in Taiwan to organize this first “Second Honeymoon tour”. The 30 min. vow renewal ceremony was a typical Hawaiian Ritual with Taiwanese couples renewing their vows in Hawaiian. This Program is complimentary at Outrigger Reef Hotel and other hotels have similar programs.



Photo: Taiwan couples renewing their vows in Waikiki